

## Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 02577 181930Z  
ACTION ARA-10

INFO OCT-01 EB-08 ISO-00 /019 W  
-----191226Z 118212 /21

R 181507Z MAR 77  
FM AMEMBASSY BOGOTA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 529  
AMEMBASSY CARACAS  
AMCONSUL CALI  
AMCONSUL MEDELLIN  
AMCONSUL BARRANQUILLA

UNCLAS BOGOTA 2577

COMMERCE FOR WANDA ALE SAD/TM

PLEASE PASS TO JACOBS, MICHIGAN DEPARTMENT OF COMMERCE,  
LANSING

E.O. 11652: N/A  
TAGS: BEXP, CO  
SUBJ: MICHIGAN IOGA METALWORKING TRADE MISSION TO COLOMBIA  
AND VENEZUELA.

1. MISSION MEMBERS ARRIVED BOGOTA MARCH 3. USIS PROVIDED  
TV COVERAGE OF ARRIVAL.

2. RECEPTION HOSTED BY AMBASSADOR IN PRESIDENTIAL SUITE,  
HOTEL TEQUENDAMA, EVENING OF MARCH 3. ATTENDANCE ESTIMATED  
AT 85 LOCAL BUSINESS AND GOVERNMENT REPRESENTATIVES. MISSION  
MEMBERS ADVISED CONTROL OFFICER AND STAFF THAT RECEPTION  
WAS EXTREMELY HELPFUL IN DEVELOPING BUSINESS CONTACTS.

3. FULL SCHEDULE OF APPOINTMENTS ARRANGED FOR FRIDAY,  
(MARCH 4), MONDAY, (MARCH 7) AND TUESDAY (MARCH 8) MORNING  
(TOTAL 161). MISSION MEMBERS REPORTED IMMEDIATE SALES OF  
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\$20,000 AND ESTIMATED TWELVE MONTH SALES AT \$500,000. DURING  
MISSION MEMBERS DEVELOPED 71 LEADS FOR FUTURE REPRESENTATION  
AGREEMENT); 2 FOR LICENSE AGREEMENTS; 1 FOR JOINT VENTURE  
AGREEMENT). FOUR MISSION MEMBERS REPORTED THAT THEY HAD ACHIEVED  
THEIR FIRST OBJECTIVE WHILE FIVE REPORTED PARTIAL ACHIE-  
VEMENT.

4. MISSION MEMBERS FOUND PLANT VISIT TO INDUSTRIAS METALICAS ASOCIADAS LTDA. (IMAL) ON SATURDAY, MARCH 5, BENEFICIAL IN GAGING STATE OF THE ART IN COLOMBIA AND MARKET FOR THEIR PRODUCTS. SEVERAL MEMBERS ARRANGED INDIVIDUAL PLANT TOURS WITH CONTACTS MADE DURING APPOINTMENTS. MISSION RECOMMENDED SCHEDULING TWO OR TTTHREE PLANT VISITS FOR FIRST DAY OF ANY FUTURE MISSION OF THIS TYPE SO THAT LEVEL OF TECHNOLOGY COULD BE JUDGED IN ADVANCE AND APPROPRIATE ADJUSTMENTS MADE IN PRODUCT PROMOTION.

5. USIS BOGOTA PLACED SIX ARTICLES IN LOCAL PRESS AND ARRANGED FOR TV COVERAGE ON MARCH 4 EVENING NEWS. RADIO INTERVIEW WITH MISSION DIRECTOR WAS BROADCAST MARCH 5. PUBLICITY EFFORT WAS EXTREMELY EFFECTIVE AND SERVED TO INCREASE INDUSTRY AWARENESS OF EVENT.

6. PREPARATIONS AND ORGANIZATION OF MISSION BY MISSION DIRECTOR JACOBS WELL EXECUTED AND CONTRIBUTED IMMENSELY TO SUCCESS OF MISSION.

7. PLEASE INFORM MICHIGAN DOC THAT THERE IS ONE OUTSTANDING INVOICE FOR COL PESOS 294 (RATE OF EXCHANGE: 36.38) REPRESENTING TRANSPORT COST FOR SHIPMENT OF CATALOGS AIRFREIGHT FROM BOGOTA TO CALI ON MARCH 9. COPIES OF INVOICE BEING AIRMAILED.  
SANCHEZ

NOTE BY OC/T: NOT PASSED ABOVE ADDRESSEE.  
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NNN

## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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